Responsible Tourism Practices and Support for Sustainable Tourism Development: The Perspectives of Local Community in Wayanad

SYNOPSIS SUBMISSION

By

PhD Research Scholar

Nimi Markose

(18PHTOP001)

Research Supervisor

Dr. Bindu. V. T

Department of Tourism Management

Avinashilingam Institute for HomeScience and Higher Education for Women

(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Introduction

Sustainable tourism gained widespread interest in the 1990s, and responsible tourism practice (RTP) was introduced to enhance sustainable tourism development. RTP focuses on improving community benefits, protecting environmental integrity, and social justice. Local communities play a pivotal role in tourism development, as their involvement, implementation, and attitudes directly affect the industry's growth.

Responsible tourism has been officially adopted by many countries, as tourism faces issues like economic leakage, environmental degradation, cultural heritage degeneration, and social inequalities. Kerala, the pioneer in adopting responsible tourism initiatives, has selected destinations like Kovalam, Kumarakom, Thekkadi, and Wayanad for RT implementation in the pilot phase. The present study builds based on the Triple Bottom-Line Theory by integrating perceived tourism impacts, community sense of well-being and community's overall quality of life satisfaction to predict residents support' for sustainable tourism development in Wayanad. The study also studies the moderating role of responsible tourism practices in achieving residents' quality of life. The study mainly focused on understanding the predictor role of overall quality of life satisfaction of the local communities in supporting sustainable tourism development and also the moderating role of RTP in achieving residents ' quality of life. The study will help the national tourism policy makers to incorporate RTP practices in tourism policy development. The study area selected for the study is Wayanad,which is situated at the southwestern edge of the Peninsular shield of India, is defined by the Western Ghats, where ground elevations range from 700 to 2100 meters above mean sea level.

Literature Review

Once a community becomes a tourist destination, the lives of the residents in that community are affected by tourism- economic, socio-cultural, and environmental impact. (Andereck et al, 2005, Harril, 2004, Nunko & Smith, 2013, Sharpley, 2014, Surakaya et al, 2001, Uysal, Woo et al, 2012).Therefore are a number of systematic approaches have been proposed to understand tourism's impact on the host community. As a result, the impact of tourism has been historically researched by many (Nunkoo & Gursoy, 2012, Sharpley,2014). Tourism development thus benefits the host communities, but community life is perceived to decline as the tourism development continued (Alen et al, 1988). Most of the residents consider the tourism development improve employment oppourtunities, income, and standard

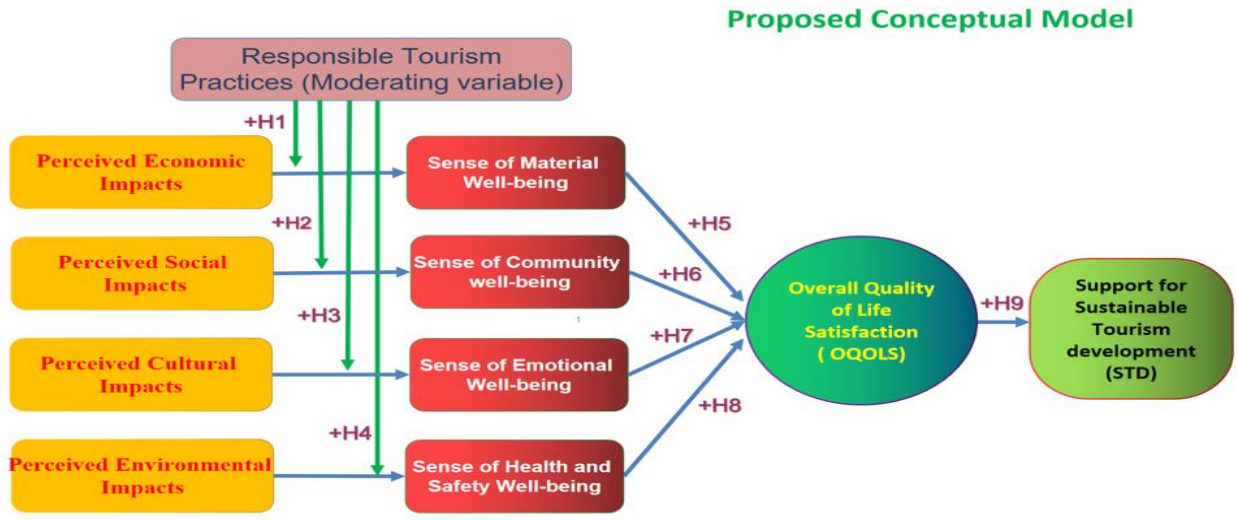
of living, overall tax revenue and quality of life (Molman &Pizam, 1988). Also, economic benefits of tourism development influence positively the health care facilities. Residents had more positive attitude towards recreation on their quality of life than the effects(Allen, hafer, Long & Purdue, 1993). The negative impacts of tourism, perceived quality of life, and community development affect tourism development in general(Andereck & Vogr,2000). Tourism development may be contributing to the difference in quality of life(Chancellor, Yu & Cole. 2011). Tourism positively influences their quality of life, however, negatively affects their emotional & amp; community well being (Renda, Mendes & Valle, 2011). Residents perceive tourism impacts and these impacts influence their sense of well-being in various life domains, which in turn affects overall QOL (Kim, Uysal and Sirgy, 2012). Residents perceive the value of tourism development positive affects non-material and material life domain satisfaction. Hereby it contributes to the overall quality of life. Finally overall quality of life is a effective predictor of support for further tourism development(Woo et al, 2014).Residents' attachment to the community influences their perception of tourism impacts, which in turn affects the residents' satisfaction with life domains and overall quality of life satisfaction, leading to residents' support for sustainable tourism development (Eslami, Khalifah, Mardani, Sreimikine, Hon, 2019).

After all, based on the review of major tourism white papers, it is obvious to say that the residents' quality of life was enhanced through sustainable tourism development and responsible tourism practices (Carasuk, 2011.)Moving forward, in order to minimize the negative effect of tourism development, few researchers suggested RTP as an alternative to tourism development (Brunt & Courtney, 1999; Hafiz, Jamaluddin, Zulkifly, & Othman, 2014). The responsible concept was seen to be a useful guideline to support and protect tourism destinations from being overwhelmed by mass tourism. Therefore, the RTP assessment was narrowed down to the locals' insights into the practices.

Further, Hafiz et al. (2014) in their research, identified two responsible tourism dimensions that are responsible destination planning and responsible environmental practice. This is in line with Carasuk (2011) and Darson, Wahab, Kassim, and Hanafiah (2013) studies suggesting that the community's propositions on responsible tourism were based on environmental practice and tourism development planning. Nevertheless, there are limited studies investigating the interaction between tourism development impact, responsible tourism and quality of life dimensions. To test these observations, we developed four major propositions: (1) residents' perception of tourism impact affects their sense of well-being in

various life domains (material, community, emotional, and health/ safety well-being), (2) residents' sense of well-being in those life domains affects their life satisfaction in general, and (3) the relationship between residents' perception of tourism impact and their sense of well-being in those life domains is moderated by tourism Responsible Tourism Practices, (4) The predictor role of overall quality of life satisfaction in support for sustainable tourism development.

The review of residents' perceptions of tourism development studies discloses three critical aspects which are the economic, social and cultural dimensions (Abdollahzadeh & Sharifzadeh, 2014; Allen, Long, Perdue, & Kieselbach, 1988; Yoon, Gursoy, & Chen, 2001) as well as the environmental dimensions (Kim,2013, Sadraddin Eslamia , Zainab Khalifahb , Abbas Mardanic , Dalia Streimikiened and Heesup Hane,2019) Most of the items identified by Kim, Uysal, and Sirgy (2013) was retained in the study.Further the items of RTP (responsible destination planning and responsible environmental practice) were adopted from Hafiz et al. (2014) and Ridderstaat, Croes, and Nijkamp (2014) for the quality of life dimension. Also, the study is going to state the predictor role of Overall Quality of Life Satisfaction in supporting Sustainable Tourism Development. The study is based on the review of literature and studying different models, especially the models developed by Kim.et.al(2013), Eslami et.al(2019), Hanafiah et.al(2016), the researcher developed the proposed model for the study:



Research gap

It is inevitable to develop responsible tourism adhering to the principles of sustainable development. This aspect has increasing significance in Wayanad since the region is socio-

culturally and environmentally sensitive.The unregulated and spontaneous development can significantly impact both the local community and the environment in Wayanad. Additionally, being a rural area, there is substantial potential for promoting responsible tourism there.Following in depth analysis of the literature on responsible tourism and its related issues, it was found limited previous research had explored the sustainable growth of responsible tourism in Wayanad.To fill this gap the study reviews the progress of responsible tourism critically in Wayanad over the years and attempts to examine whether the development of responsible tourism adheres to the principles of sustainable development, participation, and involvement of the local community and other tourism stakeholders in the development.

Scope of the Study

The study examines the impact of tourism on Wayanad, a region with socio-cultural and environmental sensitivity. It investigates how local residents perceive tourism impacts, their influence on their well-being, and their support for sustainable tourism development initiatives. The study also examines the role of Responsible Tourism Practices (RTP) in moderating tourism impacts and enhancing residents' quality of life. The research uses secondary data analysis and quantitative methods to gather and analyze data. The aim is to provide insights and recommendations for policy makers, tourism planners, local communities, and stakeholders on effective strategies for sustainable tourism development in Wayanad. The study aims to contribute to academic literature and offer practical insights for sustainable tourism management in a sensitive region.

Significance of the Study

The study on responsible tourism development in Wayanad is crucial for understanding its socio-cultural and environmental sensitivity, identifying potential negative impacts, and promoting positive outcomes. It provides valuable insights for policymakers, tourism planners, and local authorities, guiding the formulation of sustainable tourism policies that balance economic growth with social and environmental sustainability. The research also aims to fill a gap in existing literature by offering empirical evidence and theoretical insights into tourism impacts, community perceptions, and sustainable development practices in a sensitive region. It also advocates for long-term sustainability in the tourism sector, ensuring that tourism development benefits current and future generations

while preserving the region's unique assets. The findings can guide the development of sustainable tourism policies and practices.

Statement of the Problem:

The study aims to explore the sustainable growth of responsible tourism in Wayanad, a rural area with high socio-cultural and environmental sensitivity. It reviews the progress of responsible tourism in the district, focusing on the local community's involvement and the role of tourism stakeholders. The research also investigates the perceptions of tourism impacts among community residents, their influence on their well-being, and their support for sustainable tourism development. The study also examines the role of Responsible Tourism Practices (RTP) in reducing tourism development impacts and enhancing quality of life for residents in tourism-affected communities. The research questions include how tourism impacts are perceived, their influence on well-being, and the role of RTP in promoting sustainable tourism development.

Objectives, Hypothesis and Summary of statistical tools applied

OBJECTIVES	**HYPOTHESIS**	**STATISTICAL TOOLS APPLIED**
1: To study the resident's perception of tourism impacts in various life domains, viz- (Economic, socio-cultural and environmental). **2**: To study the influence of perceived tourism impacts on sense of well-being in various life domains (material, community, emotional & health)	**H1:** Community residents' sense of material well-being is a positive function of the perception of the economic impact of tourism. **H2:** Community residents' sense of community well-being is a positive function of the perception of the social impact of tourism. **H3**: Community residents' sense of emotional well-being is a positive function of the perception of the cultural impact of tourism. **H4:** Community residents' sense of health and safety is a positive function of the perception of the environmental impact of tourism.	**Descriptive Statistics** **Confirmatory Factor Analysis (Composite Reliability and Validity)**
3. To study the effect of resident's sense of well-being in all life domains on overall quality of life	**H5:** Community residents' overall quality of life satisfaction is a positive function of their sense of	**Confirmatory Factor Analysis (Composite**

satisfaction.	material well-being. **H6:** Community residents' overall quality of life satisfaction is a positive function of their sense of community well-being. **H7:** Community residents' overall quality of life satisfaction is a positive function of their sense of emotional well-being. **H8:** Community residents' overall quality of life satisfaction is a positive function of their sense of health and safety	**Reliability and Validity)**
4.To study the predictor role of overall quality of life satisfaction in supporting tourism development.	**H9:** Community residents' Overall Quality of Life satisfaction is a positive function of Residents' Support for Sustainable Tourism Development (SSTD) **H10:** The relationship between perceived tourism impacts (environmental, sociocultural and economic) and SSTD is mediated by the sequence of residents' sense of well Being in all life domains and Overall Quality of Life Satisfaction (OQLS).	**Structural Equation Modelling (SEM) Analysis**
5.To study the mediating role of Responsible Tourism Practices(RTP) in tourism development leads to better quality of life satisfaction	H**11:** The relationship between residents' perception of tourism impact and their sense of well-being in those life domains is moderated by tourism Responsible Tourism Practice.	**Moderation/Mediation Test (Barron and Kenny Test)**

Research Methodology

The purpose of the study is to find the answer to the questions through the use of the scientific method.The study was descriptive in nature and the study used quantitative research methodology.The researcher had used primary and secondary data for the study.To collect the primary data self-administered questionnaire was used to collect data from Wayanad. The data was collected for six months to reduce bias. The questionnaire was self-administered, handed out and collected upon completion. The data were gathered using stratified sampling method based on the population size.Here items are utilized for collecting the attitudinal

measures. The scaling technique used in the research method for the questionnaire is five-point Likert's scale. Using the Krejcie and Morgan formula, the required sample size for the study is 381. The total sample collected for the study is 507. The study used row-wise deletion strategy to handle missing data, after putting it into practice, the final data were kept (N=421).The area choosen for the study was Wayanad. In Wayanad under the two responsible tourism divisions RT Ambalavayal and RT Vythiri, data collected from following destinations Pulpally, Sulthan Bathery, Meenangadi, Mananthavadi, Vythiri and Kalpetta. The perceptions of tourism development dimension were going measured by 38 items based on five-point Likert scales. These items mirrored the works by (Kim,2013, Sadraddin Eslamia , Zainab Khalifahb , Abbas Mardanic , Dalia Streimikiened and Heesup Hane,2019). Meanwhile, responsible tourism practice consists of two dimensions (responsible destination planning and responsible environmental Practice Hafiz, M., Jamaluddin, M. R., Zulkifly, M. I., & Othman, N. (2014), Mohd Hafi z Hanafi ah et al (2016) with a total of 16 items (Hafiz et al., 2014). Quality of Life (Kim, 2002,2013, Paul,2014, Cummins 1996, Flanagan (1978) and Krupinski (1980) Ridderstaat, J., Croes, R., & Nijkamp, P. (2014). Finally, the Support for Sustainable Tourism Development (SSTD), the ultimate dependent variable, was measured by eight indicators adapted from Ridderstaat et al. (2014).The secondary data collected from different websites of RT mission, Kudumbasree mission, and Wayanad Tourism and also from Journals, articles and newspapers. The collected secondary data helped the identification of research gap.

Findings

Research question 1

How does tourism impact (economic, social, cultural, and environmental) perceived by community residents?

The study explores the perceptions of community residents regarding the economic, social, cultural, and environmental impacts of tourism. The findings reveal that residents perceive both positive and negative impacts. Positive economic impacts include job creation, community benefits, investments, and improved living standards. Negative impacts include increased prices of goods and services, real estate prices, and cost of living. Positive socio-cultural impacts include entertainment, recreational opportunities, cultural exchange, and increased community pride. Negative social impacts include overcrowded hiking trails, crime, and disruption of traditional cultural behavior. Positive environmental impacts include

preserving natural environments and wildlife, while negative impacts include pollution, littering, noise, traffic congestion, and waste production. The study emphasizes the importance of sustainable tourism practices to mitigate negative impacts while maximizing benefits for local residents.

Research question 2

Does these perceptions of tourism impact influence their sense of well-being in various life domains (e.g., material life, community life, emotional life, and health and safety)?

The second research question examined the influence of tourism impact on specific life domains. Hypotheses 1, 2, 3, and 4 were examined, revealing the strength and direction of the relationships between four dimensions of tourism impact and particular life domains. The study found a positive relationship between the economic impact of tourism and material well-being, community well-being, emotional well-being, and health and safety well-being. Residents' perceptions of these impacts positively affect their satisfaction of material well-being, as tourism increases the standard of living, generates employment, and increases revenues to local businesses. The social impact of tourism also positively affected community well-being, as residents' satisfaction increased with services and facilities related to community life, improving the community environment. The cultural impact of tourism was significantly positive, as residents' positive perceptions of the cultural exchange between residents and tourists increased their satisfaction of emotional well-being related to spare time, leisure life, cultural life, spiritual life, cultural preservation, and exchange. Tourism contributes to the renaissance of traditional arts and crafts, promotes cultural understanding, and helps preserve traditional art forms and cultural identity. Lastly, the environmental impact of tourism was positively related to health and safety well-being. Residents' satisfaction with the environment increased their sense of health, safety, and well-being. However, tourism is often viewed as having a detrimental impact on the environment, such as destroying natural resources or producing litter, garbage, and waste.

In conclusion, the study supports the second research question and its associated hypotheses, showing that residents perceive the positive economic, social, and cultural impact of tourism, leading to increased satisfaction in related life domains.

Research question 3

Does residents' overall quality of life satisfaction is also influenced?

The third research question examined the influence of life domains on overall life satisfaction. Hypothesis 5 suggested a positive relationship between material well-being and residents' life satisfaction, with the economic impact of tourism affecting residents' satisfaction with material well-being. However, hypothesis 6 found a significant relationship between community well-being and overall life satisfaction, with satisfaction associated with education, neighborhood, service and facilities, social life, and social relations. Argyle and Lu (1990) and Andrew and Withey (1976) found that leisure and family contribute more to happiness than life satisfaction. The study also examined the relationship between emotional well-being and overall life satisfaction, with findings supporting the hypothesis that residents' happiness with their emotional well-being due to cultural tourism has a substantial impact on their overall life satisfaction. Leisure well-being is conceptualized in terms of leisure satisfaction, non-working activities, fun, spare time activities, and leisure experience in terms of peace, achievement, exercise, and risk. Hypothesis 8 showed a positive relationship between overall life satisfaction and the satisfaction of health and safety well-being, with the study showing a positive significance. Health and safety well-being is crucial for overall quality of life, and residents may perceive threats from environmental degradation and waste problems as social problems rather than personal issues.

Research question 4

Does overall quality of life satisfaction influence support for sustainable tourism development?

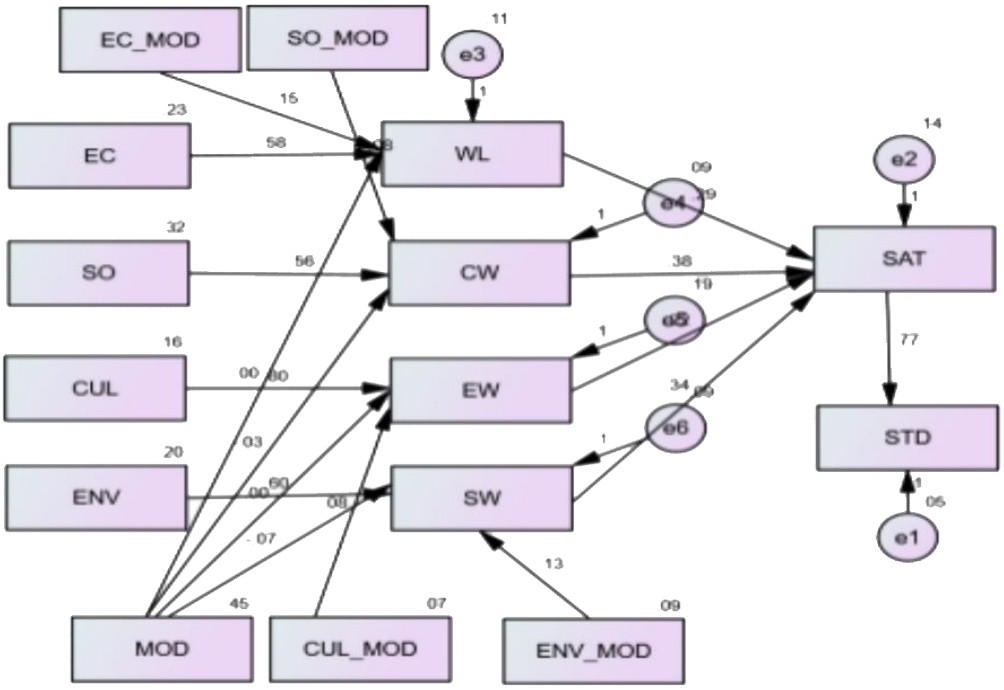
The study investigates the role of overall quality of life satisfaction (QOLS) in supporting sustainable tourism development. It hypothesizes that a strong positive relationship exists between QOLS and SSTD, with a path coefficient of.771. The study also found a significant correlation between QOLS and SSTD. The effect of QOL on residents' support for tourism has been rarely examined. The study also examined the sequential mediation effect of perceived economic, social, cultural, and environmental impacts of tourism and SSTD. The results showed a significant indirect relationship between perceived tourism impacts and overall quality of life satisfaction. Residents who are happier with their overall quality of life due to tourism benefits are more likely to support sustainable tourism approaches. These findings align with the Social Exchange Theory, indicating that residents who perceive greater benefits from tourism are more supportive of sustainable tourism

initiatives in their communities. The study suggests that responsible tourism planning (RTP) as an alternative to tourism development can help minimize the negative effects of tourism development.

Research question 5:

Does responsible tourism practices moderate tourism development and quality of life?

The research question 5 examined the moderating influence of Responsible Tourism Practices (RTP) on the relationship between perceived tourism impact and residents' sense of well-being in various life domains. The results showed that economic factors carry a positive and statistically significant moderating effect, while social impacts positively moderate or condition community well-being. However, there was no significant moderation between cultural impact on emotional well-being, suggesting that the effect of cultural impact is not conditioned by RTP. Environmental impact on health and safety well- being was positively moderated by tourism practices. Which is explained in figure:1



The study concluded that residents' perceptions of tourism development include the economy, environment, and social as key contributing factors that directly influence their quality of life. The implementation of RTP in tourism development does not contribute to the cultural tourism development aspect, but overall tourism development dimensions are moderated by RTP to the quality of life of the residence. This suggests that the relationship between tourism development and quality of life would be stronger in the presence of RTP.

Suggestions

The study explores the economic, social, cultural, and environmental impacts of tourism on local communities. It finds that tourism creates jobs, supports local businesses, and improves living standards. However, it also leads to increased living costs and real estate prices. To address these issues, the government can implement strategic plans to control these costs. Tourism also provides entertainment and cultural exchange opportunities, but overcrowding, crime, and cultural disruption are concerns. To address these issues, initiatives should prioritize preserving local customs and culture, educating visitors about the region's ethnic identity, and implementing policies to deal with these issues. The study also suggests implementing sustainable tourism practices, such as preserving cultural heritage and promoting environmental sensitivity training. The study concludes that a participatory approach, equal collaboration between stakeholders, and continuous monitoring of RTP can enhance the emotional well-being of local communities.

Conclusion

In summary, this study finds a positive relationship between tourism impacts and residents' sense of well-being across all life domains, which in turn influences the overall quality of life satisfaction in the local community, supporting sustainable tourism development.Responsible Tourism Practices (RTP) significantly moderate the impacts of tourism on economic, social, and environmental dimensions of quality of life satisfaction. However, RTP does not show statistical significance in moderating the cultural impacts on emotional well-being. Nonetheless, these findings highlight the nuanced role of RTP in enhancing community well-being amidst tourism development.The overall quality of life satisfaction by the local community in all the life domains will significantly support sustainable tourism development. Incorporating more activities that give due consideration to enhance emotional well-being by reducing the negative cultural impact, in the implementation of responsible tourism practices would lead to sustainable tourism development in Wayanad and the model can be implemented in other destinations too.

Limitations of the Study

- ✧ Generalizability. Findings may not be universally applicable due to regional variations in tourism contexts, community characteristics, and RTP implementation. It is possible that

some of the findings are specific to this area and cannot be generalized to other regions outside of the state.

- ✧ Subjectivity in perceptions: Perceptions of tourism impacts and well-being are subjective and can vary widely among residents, potentially influencing the study's outcomes.
- ✧ Methodological constraints: Limitations in data collection methods (e.g., survey biases, response rates) could affect the reliability and validity of results.
- ✧ Temporal factors: Changes in tourism patterns and policies over time may affect the relevance and applicability of study findings in future contexts.
- ✧ The complexity of variables: The interplay between tourism impacts, well-being domains, life satisfaction, and support for sustainable tourism is multifaceted, posing challenges in isolating causal relationships.
- ✧ Due to time and cost constraints, the study was confined to particular region only . It is important to note that the respondents' perceptions and interpretations of the study's questions may have varied from person to person.

Future research

The study's primary focus is on locals' opinions of responsible tourism practices (RTP). To completely comprehend the impact of RTP on overall quality of life satisfaction, it is imperative to take into account the opinions of varied stakeholders across several dimensions. Find any gaps in the limited impact of RTP on social outcomes and emotional well-being by conducting additional study. Examine how responsible social and cultural norms fit into the concept of responsible travel. Analyse the ways that the growth of tourism affects local communities' behavioural changes. Examine the particular effects of responsible tourism on different groups of people, such as women, small businesses, and poor communities.

Publications and Awards

- ✧ Markose, N., Vazhakkatte Tazhathethil, B., & George, B. (2022). Sustainability initiatives for green tourism development: The case of Wayanad, India. Journal of Risk and Financial Management, 15(2), 52. https://doi.org/10.3390/jrfm15020052

- ✧ Markose, N., Vazhakkatte Tazhathethil, B., Brown, L., & George, B. (2023). COVID-19 and women in the tourism & hospitality workforce: A thematic analysis. Anais Brasileiros de Estudos Turísticos, 13(1). https://doi.org/10.5281/zenodo.7698793
- ✧ Markose, N., & Vazhakkatte Tazhathethil, B. (2020). Indigenous entrepreneurial avenues in Wayanad. International Journal for Multidisciplinary Educational Research, 9(3), 1–11.
- ✧ Markose N, Vazhakkatte Tazhathethil B.Resident's Attitude Towards Responsible Tourism in the Post Covid-19 Scenario. Asian Tourim Research- Interpreting the Landscape of Asian Tourism, 2020;Vol 1, issue 1.
- ✧ Markose N, Vazhakkatte Tazhathethil B.Impact of Festival Celebrations on Sustainable development of Coimbatore City,2nd Internatioanl Conference on Sustainable Globalization 2019, Pg. No. 202-215.https://firebasestorage.googleapis.com/v0/b/icsg-a03.appspot.com/o/ICSG%202019%20Proceedings.pdf?alt=media. ISBN:978-93-5346-002-0
- ✧ Markose N, Vazhakkatte Tazhathethil B.Spice Tourism- A Tool for Sustainable Devolopment in Wayanad, Equitable Tourism Development Issues, Strategies and Practices: ISBN: 978-93-9010-411-6

References

- ✧ Abdollahzadeh, G., & Sharifzadeh, A. (2014). Rural residents' perceptions toward tourism development: A study from Iran. *International Journal of Tourism Research, 16*(2), 126-136.
- ✧ Ahmed, Z. U., & Krohn, F. B. (1992). International tourism, marketing, and quality of life in the third world: India, a case in point. In J. Sirgy, M. H. Meadow, D. Rahtz, & A. C. Samli (Eds.), *Development in quality of life studies in marketing* (Vol. 4, pp. 150-156). Academy of Marketing Science.
- ✧ Allen, L. R., Hafer, H. R., Long, P. T., & Perdue, R. R. (1993). Rural residents' attitudes toward recreation and tourism development. *Journal of Travel Research, 31*(4), 27-33.
- ✧ Allen, L. R., Long, P. T., Perdue, R. R., & Kieselbach, S. (1988). The impact of tourism development on residents' perceptions of community life. *Journal of Travel Research, 27*(1), 16-21.

- Andereck, K. L. (1995). Environmental consequences of tourism: A review of recent research. In S. F. McCool & A. E. Watson (Eds.), *Linking tourism, the environment, and sustainability* (pp. [specific pages]). Gen. Tech. Rep. [number if available]. National Recreation and Park Association.
- Andereck, K. L., & Vogt, C. A. (2000). The relationship between residents' attitudes toward tourism and tourism development options. *Journal of Travel Research, 39*(1), 27-36. https://doi.org/10.1177/004728750003900104
- Andereck, K. L., Valentine, K. M., Knopf, R. C., & Vogt, C. A. (2005). Residents' perceptions of community tourism impacts. *Annals of Tourism Research, 32*, 1056-1076. https://doi.org/10.1016/j.annals.2005.02.001
- Brunt, P., & Courtney, P. (1999). Host perceptions of sociocultural impacts. *Annals of Tourism Research, 26*(3), 493-515. https://doi.org/10.1016/S0160-7383(99)00003-5
- Carasuk, R. (2011). *Responsible tourism Qualmark accreditation: A comparative evaluation of tourism businesses and tourists' perceptions*. Lincoln University. LEaP.
- Cummins, R. A. (1996). The domains of life satisfaction: An attempt to order chaos. *Social Indicators Research, 38*(3), 303-328.
- Department of Tourism, Government of Kerala. (n.d.-a). Responsible Tourism Mission. Retrieved September 11, 2019, from https://www.keralatourism.org/responsible-tourism/
- Department of Tourism, Government of Kerala. (n.d.-b). Responsible Tourism Destinations. Retrieved September 15, 2019, from https://www.keralatourism.org/responsible-tourism/destination
- Department of Tourism, Government of Kerala. (n.d.-c). Organizational layout for the implementation of Responsible Tourism in Kerala. Retrieved October 10, 2019, from http://www.keralatourism.org/rt-impactsocial.php
- Department of Tourism, Government of Kerala. (n.d.-d). RT Revenue generated. Retrieved September 24, 2019, from https://www.keralatourism.org/responsible-tourism/revenue-generated/33
- Department of Tourism, Government of Kerala. (n.d.-e). RT Units. Retrieved September 24, 2019, from https://www.keralatourism.org/responsible-tourism/rt-units/59
- Elkington, J. (2004). Enter the triple bottom line. In A. Henriques & J. Richardson (Eds.), *The triple bottom line, does it all add up? Assessing the sustainability of business and CSR* (pp. 1–16). Earthscan Publications.
- Goodwin, H., & Francis, J. (2003). *Responsible tourism: What is it and how do we achieve it?* (Research Report). International Centre for Responsible Tourism.

- Hafiz, M., Jamaluddin, M., Zulkifly, M., & Othman, N. (2014). Exploring responsible tourism development facet. *Theory and Practice in Hospitality and Tourism Research*, 173.
- Hair, J. F. (2010). *Multivariate data analysis*.
- Hanafiah, M., Abas, S., Jamaluddin, M., & Zulkifly, M. (2013). Local community outlook on tourism development in Tioman Island. *Hospitality and Tourism: Synergizing Creativity and Innovation in Research*, 117.
- Hanafiah, M. H., & Hemdi, M. A. (2014). Community behaviour and support towards island tourism development. *International Journal of Social, Education, Economics and Management Engineering*, *8*(3), 787-791.
- Hanafiah, M. H., Jamaluddin, M. R., & Zulkifly, M. I. (2013). Local community attitude and support towards tourism development in Tioman Island, Malaysia. *Procedia - Social and Behavioral Sciences*, *105*, 792-800.
- Hanafiah, M. H. M., Azman, I., Jamaluddin, M. R., & Aminuddin, N. (2016). Responsible tourism practices and quality of life: Perspective of Langkawi Island communities. *Procedia - Social and Behavioral Sciences*, *222*, 406-411.
- Kim, H., & Uysal, M. (2015). Life satisfaction and support for tourism development. *Annals of Tourism Research*, *50*, 84-97.
- Kim, K., Uysal, M., & Sirgy, M. J. (2012). How does tourism in a community impact the quality of life of community residents? *Tourism Management*, *36*, 527-540.
- Kim, H., Woo, E., & Uysal, M. (2015). Tourism experience and quality of life among elderly tourists. *Tourism Management*, *26*, 465-476.
- Kudumbashree, the Mission Statement. (n.d.). Retrieved October 15, 2019, from http://www.kudumbashree.org/?q=vision
- Liu, J. C., & Var, T. (1986). Resident attitudes toward tourism impacts in Hawaii. *Annals of Tourism Research*, *13*(2), 193-214.
- Liu, J. C., Sheldon, P. J., & Var, T. (1987). Resident perception of the environmental impacts of tourism. *Annals of Tourism Research*, *14*(1), 17-37.
- Mathew, P. V., & Kuriakose, V. (2017). A study on the indicator framework of responsible tourism in tourism accommodation sector. *Asian Journal of Management*, *8*(4), 989-996. https://doi.org/10.5958/2321-5763.2017.00153.6
- Mathew, P. V., & Sreejesh, S. (2017). Impact of responsible tourism on destination sustainability and quality of life of community in tourism destinations. *Journal of*

Hospitality and Tourism Management, 31, 83-89. https://doi.org/10.1016/j.jhtm.2016.10.001

- Milman, A. & Pizam, A. (1988). Social impact of tourism on Central Florida. Annals of Tourism Research, 15(2), 191-204.
- Nunkoo, R., Smith, S. L., & Ramkissoon, H. (2013). Residents' attitudes to tourism: a longitudinal study of 140 articles from 1984 to 2010. Journal of Sustainable Tourism, 21(1), 5e25
-
- Perdue, R. R., Long, P. T., & Allen, L. (1987). Rural resident tourism perceptions and attitudes. *Annals of Tourism Research, 14*(3), 420-429.
- Ridderstaat, J., Croes, R., & Nijkamp, P. (2014). Tourism and long-run economic growth in Aruba. *International Journal of Tourism Research, 16*(5), 472-487.
- Sharpley, R. (2014). Host perceptions of tourism: a review of the research. Tourism Management, 42, 37e49.
- Sirakaya-Turk, E., Ingram, L., & Harrill, R. (2008). Resident typologies within the integrative paradigm of sustaincentric tourism development. *Tourism Analysis, 13*(5-6), 531-544.
- Sirakaya, E., Teye, V., & Sonmez, S. F. (2001). Examining sources of differential support for tourism industry in two Ghanaian cities. *Tourism Analysis, 6*(1), 29-40.
- Tosun, C. (2002). Host perceptions of impacts: A comparative tourism study. *Annals of Tourism Research, 29*(1), 231-253.
- Uysal, M., Woo, E., & Signal, M. (2012). The Tourist Area Life Cycle (TALC) and its effect on the quality of life (QOL) of destination community. *International Journal of Tourism Research, 14*(3), 199-212. https://doi.org/10.1002/jtr.868
- Wang, Y. (2006). Residents' attitudes toward tourism development: A case study of Washington, NC. *Proceedings of the 2006 Northeastern Recreation Research Symposium*, 14.
- Weaver, D., & Lawton, L. (2001). Resident perceptions in the urban-rural fringe. *Annals of Tourism Research, 28*(2), 349-458.
- Woo, E., Kim, H., & Uysal, M. (2014). A measure of quality of life in elderly tourists. *Applied Research in Quality of Life*. http://dx.doi.org/10.1007/s11482-014-9355-x
- Woo, E., Kim, H., & Uysal, M. (2015). Life satisfaction and support for tourism development. *Annals of Tourism Research, 50*, 84-97.
- Young, G. (1973). *Tourism: Blessing or blight?* Middlesex: Penguin Books Ltd.